

1 RESOLUTION NO. 22521

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 RIVERSIDE, CALIFORNIA, AMENDING THE RIVERSIDE AUTO
4 CENTER SPECIFIC PLAN TO INCREASE THE MAXIMUM
5 ALLOWABLE BUILDING SIGN AREA AND MODIFY THE BUILDING
6 HEIGHT AND NUMBER OF STORY PROVISIONS.

7 WHEREAS, an application was submitted to the City of Riverside, designated as Planning
8 Case No. P12-0707 to amend the Riverside Auto Center Specific Plan to increase the maximum
9 allowable building sign area from 200 square feet to 250 square feet and modify the building height
10 and number of stories provisions to allow a maximum of four stories in height or 60 feet in height,
11 where the current stories and height restrictions are limited to one story or 20 feet for all properties
12 located between Indiana Avenue and State Route 91 and three stories or 50 feet in height, on all
13 properties in the remainder of the Riverside Auto Center Specific Plan area; and

14 WHEREAS, the Planning Commission of the City of Riverside, advertised for and held a
15 public hearing on March 21, 2013, to consider the proposed amendment to the Riverside Auto
16 Center Specific Plan and recommended to the City Council that the amendment be approved subject
17 to the recommended conditions, and determined that the amendment to the Riverside Auto Center
18 Specific Plan would not have a significant effect on the environment and is therefore exempt from
19 the California Environmental Quality Act (CEQA) review pursuant to section 15061(b)(3); and

20 WHEREAS, the City Council received and considered the staff report and recommendation
21 of the Planning Commission and all other testimony, both written and oral, presented at the public
22 hearing.

23 NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Riverside,
24 California, as follows:

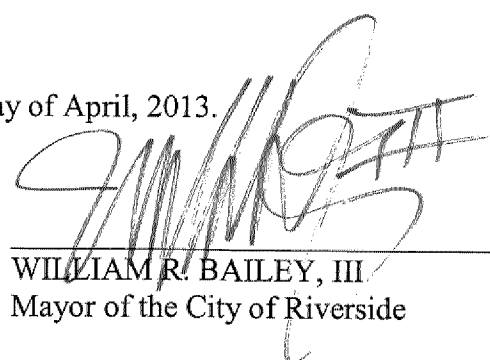
25 Section 1: It is in the public interest to amend the Riverside Auto Center Specific Plan to
26 increase the maximum allowable building sign area and modify the building height and number of
27 story provisions as provided for in Exhibit "A" attached hereto and incorporated herein.

28 Section 2: It is the independent judgment of the City Council of the City of Riverside that
this amendment to the Riverside Auto Center Specific Plan would not have a significant effect on the

1 environment and therefore finds this amendment is exempt from the California Environmental
2 Quality Act (CEQA) review pursuant to section 15061(b)(3).

3 Section 3: The amendment adopted by this resolution shall be integrated into the adopted
4 Riverside Auto Center Specific Plan.

5 ADOPTED by the City Council this 23rd day of April, 2013.

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8 
WILLIAM R. BAILEY, III
Mayor of the City of Riverside

9 Attest:

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11 COLLEEN J. NICOL
12 City Clerk of the City of Riverside

13 I, Colleen J. Nicol, City Clerk of the City of Riverside, California, hereby certify that the
14 foregoing resolution was duly and regularly adopted at a meeting of the City Council of said City at
15 its meeting held on the 23rd day of April, 2013, by the following vote, to wit:

16 Ayes: Councilmembers Gardner, Melendrez, Gutierrez, Davis, Mac Arthur, Hart,
17 and Adams

18 Noes: None

19 Absent: None

20 Disqualified: None

21 IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the
22 City of Riverside, California, this 29th day of April, 2013.

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24 
25 COLLEEN J. NICOL
26 City Clerk of the City of Riverside

EXHIBIT “A”

I. KEY FEATURES OF THE PLAN

The key features of the plan as shown in Figure 5 include:

- **Increased Visibility of Automobile Displays:** Featured vehicle display pads are proposed to be allowed in the public street rights-of-way near the travel lanes. This will add interest for people driving by as well as for shoppers. This will also visually narrow the streets and provide a more friendly atmosphere.
- **Landscape Enhancement:** An abundant use of landscaping materials is proposed to be added throughout the Center. Grass turf areas will be added throughout the center similar to the newer dealerships, where display pads are located in attractive landscape settings. This replaces the harsh setting where automobile display areas abut or project into the sidewalk areas.
- **Focal Point Street Trees and Distinctive Street Lights:** Dramatic tall palm trees and contemporary Raincross Street Lights are proposed to be used to give the Auto Center linear continuity and greater visibility. The palm trees are proposed to be lit at night to give added emphasis.
- **Focus and Clarity of Display:** Special paving materials and landscaping accents are proposed to be used in the display areas.
- **Ease of Customer Parking:** Parallel street parking is proposed to be converted to angle parking along many of the streets to provide easier and more convenient customer parking, to visually narrow the streets, and to provide a friendlier atmosphere.
- **Keep Costs Down:** Concepts have been developed to keep improvement costs at reasonable levels in order to facilitate implementation.
- **Focus Center:** The Auto Center is proposed to be retained within the Auto Center Specific Plan area, rather than continue to expand. This will provide focus to the Center and convenience for the shopper. Additionally, incompatible uses will be prohibited or controlled.
- **Freeway Exposure:** The visibility of the Auto Center to the 91 Freeway is proposed to be increased through new freeway signage. Redevelopment may also prove to be a useful tool in improving the freeway frontage of the Auto Center.
- **Entry Treatments:** Entry monuments are proposed to be placed at four locations.
- **New Vehicle Franchises:** Redevelopment is proposed to be used as a tool to attract new vehicle franchises to the Center and provide appropriate facilities.

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RIVERSIDE AUTO CENTER SPECIFIC PLAN

Chapter VI – PRIVATE PROPERTY LAND USE STANDARDS (EXCERPTS)

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D. 4.0 – Dimensional Requirements

4.1 Building Height and Number of Stories Limit

- 1) Maximum 4 stories in height or 60 feet in height.

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G. 7.0 Signs

1. 7.1 Generally

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7. 7.7 Vehicle Dealer Building Mounted Identification Signs

1) Size and Number:

- a. A maximum of two building signs shall be allowed on each building frontage oriented toward a street, driveway, parking area, or display lot, indicating vehicle brands, vehicle types, vehicle and dealer logos, or the name of the dealership. Total square footage of all building mounted identification signs on each building frontage shall not exceed one-square-foot of sign per lineal foot of building frontage, up to a maximum of 250-square-feet for all signs combined with any one sign not exceeding 150-square-feet.

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